

U.S. Commercial Service:

“Covering World Markets”

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U.S. Commercial Service



- Worldwide network
- 105 offices throughout the U.S.
- 151 offices in 83 countries
- Comprehensive solutions to international trade challenges
- Helps U.S. firms realize their export potential
- Advocates on behalf of U.S. businesses abroad
- International business development

<http://www.usatrade.gov>

U.S. Commercial Service

- Mission Statement: The U.S. Commercial Service shall place primary emphasis on the promotion of exports of goods and services from the United States, particularly by small and medium-sized businesses, and on the protection of U.S. business interests abroad.

Why Environmental Technology Exports?

- Worldwide health concerns associated with poor urban air quality.
- Climate change and the need to reduce greenhouse gas emissions.
- Economically sound. In many countries natural gas is cheaper than diesel.

Economic Impact of U.S. Exports

- U.S. is the largest producer of environmental technologies.
- Global markets have an estimated value of \$560 billion
- Projected to grow to \$599 billion by 2005
- Environmental technology encompasses 115,000 U.S. firms supporting approximately 1.4 million jobs.

Source: Office of Environmental Technologies Industries, Trade Development

U.S. Commercial Service

Who do we work with?

- American firms that maintain a 51% value of U.S. content and labor to their products or services.
- Have been in business for at least 1 year.
- Have experienced good success in the domestic U.S. market.

U.S. Commercial Service Market Research

- Country Commercial Guides
- Industry Sector Analysis
- International Market Insight Reports
- Markets of Opportunity Reports
- Customized Research
- Briefings by overseas colleagues

U.S. Commercial Service

Individualized Services

- Development of international marketing strategy
- Single company promotion
- Trade missions
- Gold Key Service
- International Partner Search
- Customized market research/contact lists

Services available by contacting your local trade specialist!

Case Study: ECP Service Corp.

- USFCS trade specialist worked with ECP to determine Canadian market objectives at the Globe 2002.
- ECP's program included one-on-one appointments with potential distributors, promotion of firm's catalog to show attendees.
- An exclusive networking reception at the U.S. consul general's residence in Vancouver.

Case Study: ECP Service Corp.

- As a direct result of ECP's participation in Globe 2002.....
- The firm signed a distribution agreement with a Vancouver based company and now predict sales will grow to approximately \$150,000 this year alone.
- ECP is now looking at expanding their international marketing to additional Asia and South America.

U.S. Commercial Service

We are just one piece of
the puzzle!

U.S. Commercial Service

Working with partners to serve you

- Export/Import Bank
- U.S. Aid for International Development
- Trade Development Agency
- Trade Information Center
- Industry Associations
- U.S. Department of Energy
 - Clean Cities Program

Our bottom line is your bottom line!

- **FY03 export success for Commercial Service industry teams to date.**

- Energy - \$109,094,351 in exports
- Environmental - \$20,442,356 in exports
- Automotive - \$5,496,981 in exports

Renewable Energy Equipment

Export totals for past three years:

- FY01 - 22 successes valued @ \$104,316,530
- FY02 - 52 successes valued @ \$103,214,776
- FY03 - 18 successes valued @ \$ 875,700 to date.

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